



SMART **CITIES** WEEK 2020

A Global Community for Cities
to Collaborate & Discover

Powered by:

Smart**Cities**Council
LIVABILITY | WORKABILITY | SUSTAINABILITY



About

Smart Cities Week is a global portfolio of smart cities events, convening leaders from cities, municipalities, states, and countries from around the world, together with solution providers, to architect the next generation of smart cities.

Created by the Smart Cities Council, the world's foremost authority on smart cities.



Save the Date

Smart Cities Week: San Diego

❖ April 20-22, 2020

Smart Cities Week: Washington, DC

❖ September 29-October 1, 2020

Smart Cities Week: Australia (Melbourne)

❖ Fall 2020

City Engagement

Smart Cities Week Events in 2019 featured...

- ❖ Significant Public Sector Attendance: More than 30% of the audience

- ❖ Participation from 33 states and the District of Columbia

- ❖ Global Representation from 19 Countries
(Canada, Mexico, Germany, Korea, Ireland, France, Turkey, Bahamas, Australia, Croatia, Egypt, Singapore, Japan, United Kingdom, Belgium, Nigeria, Saudi Arabia, Croatia, India)

- ❖ City Decision Makers at All Levels:
 - CIO
 - City Planner
 - Director of Information Technology
 - City Council Officials
 - Mayors
 - And more!

Communities in Attendance

Albany, NY
Albuquerque, NM
Anaheim, CA
Aurora, IL
Austin, TX
Baltimore, MD
Birmingham, AL
Boston, MA
Buffalo, NY
Cary, NC
Charleston, SC
Coral Gables, FL
Dallas, TX
East Lansing, MI
Edmonton, CA

El Paso, TX
Evanston, IL
Fort Collins, CO
Greenville, SC
Gulfport, MS
Indianapolis, IN
Jersey City, NJ
Las Vegas, NV
Los Angeles, CA
Louisville, KY
Montgomery, AL
Nashville, TN
New York, NY
Newport News, VA

Omaha, NE
Philadelphia, PA
Portland, ME
Providence, RI
Racine, WI
Richmond, VA
Sault Ste. Marie, MI
Sandy Springs, GA
Sioux Falls, SD
Spokane, WA
West Des Moines, IA
Wichita, KS
Wilmington, DE

Why Smart Cities Week?

Smart Cities Week Builds Meaningful Connections

- ❖ Our data-driven Readiness Approach offers a more effective way to connect
- ❖ Based on your marketing goals and a city's state of Readiness, we create a customized experience that puts you at the table with the right cities
- ❖ Due to the extensive data we maintain on our Readiness Cities, we are able to match your organization with a city that is “ready” in terms of decision-making, capability, budgets, and identified projects

Why Smart Cities Week?

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- ❖ World-class programming that collects and shares best practices
- ❖ Intimate formats that allow for meaningful dialogue
- ❖ City-to-city sharing of lessons learned
- ❖ Travel scholarships that help deserving cities attend and share
- ❖ Venue for city officials to preview the new technologies that will soon be impacting their city and their citizens
- ❖ Off-site workshops that allow you to see smart city projects in practice

Exhibit

Exhibits & Meeting Space



Turn-key Booth Package

8x8 Booth structure with custom graphics
2 grey padded armchairs

\$5,000

Start-Up Pavilion

Includes pull-up display & high-boy table

\$1,500

Table-Top Exhibit

6-foot table & 2 chairs

\$2,000

Lounge Area

Located on the exhibit hall floor. 400 square feet.
Includes furniture & custom branding

\$10,000



SMART CITIES WEEK

Sponsor



Exclusive Thought Leadership

- ❖ **Keynote Introduction Sponsorship** **\$17,500** *(Limit 3)*
Deliver brief opening remarks & screen a 5-minute video before our keynote speaker
- ❖ **Boardroom Sponsorship** **\$15,000** *(Limit 4)*
Roundtable discussion opportunity for you, a customer, and your prospects
- ❖ **City Readiness Hub** **\$7,500** *(Limit 5)*
Includes the opportunity to moderate the conversation with 2 Readiness Approach cities.

- Upgrade to have input on the cities selected **\$12,500** *(Limit 2)*
- ❖ **Custom Workshop** **\$25,000** *(Limit 2)*
Host your customers and potential customers in a half-day workshop where you control the topics covered.

Thought Leadership Opportunities

- ❖ **Session Speaking Slot** **\$5,000**
Subject to editorial approval
Limit 2/session
- ❖ **Pre-Conference Podcast** **\$3,500**
- ❖ **Visual Storyteller** **\$7,500/day**
- ❖ **City Travel Scholarships** **\$2,500/city**

On-Site Branding Opportunities

❖ Charging Station	\$4,000
❖ Attendee Badges	\$7,500
❖ Conference Refreshment Stations (coffee & water)	\$7,500/day
❖ Lanyards	\$10,000
❖ Mobile App	\$10,000
❖ Conference Wi-Fi	\$10,000
❖ Event Breakfast	\$10,000/day
❖ Event Lunch	\$10,000/day
❖ Tote Bag	\$10,000

Digital Opportunities

- ❖ Mobile App Push Notification \$1,000/message
- ❖ Email Blast \$3,500
- ❖ Video interview with SCW branded backdrop \$3,000

Networking Opportunities

- ❖ Readiness Ambassador Reception **\$20,000** (*Limit 2*)
- ❖ Mobile Workshop Transportation **\$3,500/workshop**
- ❖ VIP Tour for Readiness Ambassadors **\$10,000**

Sponsorship Levels & Benefits

	Founding (\$50K+)	Platinum (\$20-50K)	Diamond (\$10-20K)	Gold (up to \$10K)
Event Passes				
Discount off additional passes	30%	20%	15%	10%
Total number of complimentary passes	10 full conference; 8 exhibition only	6 full conference; 5 exhibition only	3 full conference; 3 exhibition only	2 full conference; 1 exhibition only
Marketing & Branding				
Pre-conference email blasts	5	3	2	1
Inclusion in the show app	yes	yes	yes	yes
Push notifications via the show app	10	6	4	2
Digital bag insert	yes	yes	yes	yes
On-site video interview	yes	yes	no	no
Post show attendee list	yes	yes	yes	yes

Connect

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